GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:2058
ANSWERED ON:28.11.2016
e-Commerce Companies
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the e-commerce business has grown big rapidly in the country;

(b) if so, the details thereof including the total value of e-commerce trading during each of the last three years and the current year, company-wise;

(c) whether the Government proposes any scheme to overcome the challenges being faced by the e-commerce companies in the country;

(d) if so, the details thereof and the time by which it is likely to be implemented; and

(e) the other steps taken/proposed to be taken by the Government to promote e-commerce in the country?

Answer

???????? ??? ?????? ???????????? (????????? ??????)(??????? ??????? ???????)
THE MINISTER OF STATE (INDEPENDENT CHARGE)
OF THE MINISTRY OF COMMERCE & INDUSTRY
(SHRIMATI NIRMALA SITHARAMAN)

(a) & (b): No study in this regard has been undertaken by the Government.

(c) & (d): No such scheme is under consideration of the Government.

(e): Formulation of enabling policies for businesses is a continuous process in the Government. In order to promote e-commerce sector in the country, the Government has put in place a liberal FDI policy along with guidelines on e-commerce sector. As per the FDI policy on the sector, 100% FDI under the automatic route is permitted in B2B e-commerce activities including in market place model of e-commerce. Further, an entity is permitted to undertake retail trading through e-commerce in following of the circumstances:

i) A manufacturer is permitted to sell its products manufactured in India through e-commerce retail.
ii) A single brand retail trading entity operating through brick and mortar stores, is permitted to undertake retail trading through e-commerce.
iii) An Indian manufacturer is permitted to sell its own single brand products through e-commerce retail. Indian manufacturer would be the investee company, which is the owner of the Indian brand and which manufactures in India, in terms of value, at least 70% of its products in house, and sources, at most 30% from Indian manufacturers.
iv) An entity selling food products manufactured and/or produced in India is permitted to sell its products through e-commerce.

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